VQC 4172

Panasonic

Send this card by mail or register via the Internet at:
http://www.panasonic.com/host/consumer.html

See details inside...

PRODUCT SAFETY NOTIFICATION

IMPROVED PRODUCT DEVELOPMENT

You will receive these TWO IMPORTANT BENEFITS simply by completing and returning this Owner Information Card:

IMPORTANT! IMPORTANT!

Owner Information Card

Please send products and other correspondence to:

Panasonic Customer Call Center
Panasonic Consumer Electronics Company
A Division of Matsushita Electric Corporation of America
One Panasonic Way, 2F-3
Secaucus, NJ 07094

First-Class Postage Required
Post Office will not deliver without proper postage.

PBR01-01

PANASONIC CONSUMER ELECTRONICS COMPANY
PO BOX 174287
DENVER CO 80217-4287

Please seal with tape. Do not staple.

29. Please check all that apply to your household.

01. ☐ Shop by Catalog/Mail
02. ☐ Member of Frequent Flyer Program
03. ☐ Donate to Charitable Causes
04. ☐ Own a Compact Disc Player
05. ☐ Have a Dog
06. ☐ Have a Cat
07. ☐ Own a Cellular Phone
08. ☐ Subscribe to an Online/Internet Service
09. ☐ Own an IBM or Compatible Computer
10. ☐ Own an Apple/Macintosh Computer
11. ☐ Own a CD-Rom

30. To help us understand our customers' lifestyles, please indicate the interests and activities in which *you* or *your spouse* enjoy participating on a *regular* basis.

01. ☐ Bicycling
02. ☐ Golf
03. ☐ Physical Fitness/Exercise
04. ☐ Running/Jogging
05. ☐ Snow Skiing
06. ☐ Tennis
07. ☐ Camping/Hiking
08. ☐ Fishing
09. ☐ Hunting/Shooting
10. ☐ Horseback Riding
11. ☐ Powerboating
12. ☐ Sailing
13. ☐ Grandchildren
14. ☐ Needlework/Knitting/Sewing
15. ☐ Flower Gardening
16. ☐ Vegetable Gardening
17. ☐ Crafts
18. ☐ Buy Prerecorded Videos
19. ☐ Automotive Work
20. ☐ Electronics
21. ☐ Home Workshop/Do-It-Yourself
22. ☐ Recreation Vehicles
23. ☐ Listen to Records/Tapes/CDs
24. ☐ Surf the Internet
25. ☐ Avid Book Reading
26. ☐ Bible/Devotional Reading
27. ☐ Health/Natural Foods
28. ☐ Photography
29. ☐ Attending Cultural/Arts Events
30. ☐ Fashion Clothing
31. ☐ Fine Art/Antiques
32. ☐ Foreign Travel
33. ☐ Cruise Ship Vacations
34. ☐ Travel in USA
35. ☐ Gourmet Cooking/Fine Foods
36. ☐ Wines
37. ☐ Coin/Stamp Collecting
38. ☐ Collectibles/Collections
39. ☐ Our Nation's Heritage
40. ☐ Real Estate Investments
41. ☐ Stocks/Bonds/Mutual Funds
42. ☐ Entering Sweepstakes
43. ☐ Casino Gambling
44. ☐ Science Fiction
45. ☐ Wildlife/Environmental Issues
46. ☐ Dieting/Weight Control
47. ☐ Science/New Technology
48. ☐ Self-Improvement
49. ☐ Walking for Health
50. ☐ Watching Sports on TV
51. ☐ Home Video Recording
52. ☐ Moneymaking Opportunities

31. Using the numbers in the above list, please indicate your 3 most important activities: ☐☐ ☐☐ ☐☐

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer *not* to participate in this opportunity. ☐

Please check here if you do not want to receive mailings and offers from Panasonic using your E-mail address. ☐

Send any correspondence about our product to:
Panasonic Customer Call Center, Panasonic Consumer Electronics Company,
A Division of Matsushita Electric Corporation of America, One Panasonic Way, 2F-3, Secaucus, NJ 07094

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Please seal with tape. Do not staple.

Panasonic

Important! Please complete and return within ten days.
You can also register online via the Internet at:
http://www.panasonic.com/host/consumer.html
It is not necessary to return this card in order to effectuate the limited warranty.

PBR01-01
Lumix™ Digital Camera

1. 1. ☐ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss
First Name **Initial** **Last Name**

Street **Apt. No.**

City **State** **ZIP Code**

2. E-mail Address:

3. Your date of birth: ___ / ___
Month *Year*

4. Marital Status: 1. ☐ Married 2. ☐ Single

5. Date of Purchase: ___ / ___ / ___
Month *Day* *Year*

6. A. Model #: *(refer to operating manual or box)*

B. Serial #: *(refer to the product)*

7. Name of store where purchased:

City **State**

or website address if purchased via the internet:

8. Price paid: $ ____ .00

9. Did you purchase or receive an extended service contract with your product?
1. ☐ Yes 2. ☐ No

10. Is this product:
1. ☐ The first product of this type you've ever purchased?
2. ☐ A replacement for another product?
3. ☐ An additional product (already own one other)?
4. ☐ An additional product (already own two or more other products)?

11. Where was this product purchased?
01. ☐ Received as a Gift
02. ☐ Camera Store
03. ☐ Computer Store
04. ☐ Office Superstore (Office Depot, Office Max or Staples)
05. ☐ Electronics Superstore (Best Buy or Circuit City)
06. ☐ TV/Appliance Store
07. ☐ Audio/Video Specialty Store
08. ☐ Mass Merchandise Store (Kmart, Wal-Mart, Target, etc.)
09. ☐ General Merchandise Store (Sears, etc.)
10. ☐ Department Store
11. ☐ Membership Warehouse Club
12. ☐ Catalog Showroom
13. ☐ Internet
14. ☐ Other

12. A. Did the salesperson demonstrate the product?
1. ☐ Yes 2. ☐ No

B. If yes, how would you rate the salesperson's knowledge of the product?
Not at All Knowledgeable ⟶ Very Knowledgeable
1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

13. What were the most important factors that influenced your selection of this product? *(check up to 2 responses)*
01. ☐ Trust in Panasonic
02. ☐ Price
03. ☐ Quality
04. ☐ Features
05. ☐ Appearance/Design
06. ☐ Ease of Operation
07. ☐ Size
08. ☐ Warranty/Service
09. ☐ Finish/Color
10. ☐ Recommendation
11. ☐ Other

14. What features most influenced your selection of this model? *(check up to 2 responses)*
01. ☐ Leica DC Lens
02. ☐ Image Quality
03. ☐ LCD Screen Size
04. ☐ Optical Viewfinder
05. ☐ Resolution of Camera
06. ☐ MEGA BURST™ Recording
07. ☐ SD (Secure Digital) Storage Media
08. ☐ Zoom
09. ☐ USB Port
10. ☐ Motion Image Recording
11. ☐ Flash
12. ☐ Included Software
13. ☐ Other

15. What other brand(s) did you seriously consider before selecting Panasonic?
01. ☐ Did not consider any other brands
02. ☐ Canon
03. ☐ Casio
04. ☐ Epson
05. ☐ Fuji Photo
06. ☐ Kodak
07. ☐ Nikon
08. ☐ Olympus
09. ☐ Ricoh
10. ☐ Sharp
11. ☐ Sony
12. ☐ Toshiba
13. ☐ Other

16. What is your computer platform?
1. ☐ Windows® 95
2. ☐ Windows® Me
3. ☐ Windows® xp
4. ☐ Windows® 98
5. ☐ Windows® 2000
6. ☐ Windows® NT
7. ☐ Mac®
8. ☐ Other

17. What will this product primarily be used for?
1. ☐ Business
2. ☐ Home
3. ☐ Education
4. ☐ Other

18. How do you expect to use your new digital camera?
1. ☐ Electronic Mail Attachments
2. ☐ Greeting Cards/Calendars
3. ☐ Brochures/Flyers
4. ☐ Newsletters
5. ☐ ID Photos
6. ☐ Business Reports/Presentations
7. ☐ Web Publishing
8. ☐ Printing Pictures for Photo Album
9. ☐ Other

19. What type of printer do you plan on using with your digital camera?
1. ☐ I don't plan on using a printer
2. ☐ Photo Printer
3. ☐ Ink Jet
4. ☐ Laser
5. ☐ Other

20. Excluding this purchase, what other electronics equipment do you currently own or intend to purchase?

	(A) *If you Currently own*	(B) *If it's Panasonic or Technics*	(C) *Intend to buy in next 6 months*
Hifi VCR	☐	01. ☐	01. ☐
TV/VCR Combination	☐	02. ☐	02. ☐
27" or larger color TV	☐	03. ☐	03. ☐
Projection TV	☐	04. ☐	04. ☐
DVD Player	☐	05. ☐	05. ☐
Digital Satellite System	☐	06. ☐	06. ☐
Camcorder	☐	07. ☐	07. ☐
Digital Camera	☐	08. ☐	08. ☐
Compact Disc Changer	☐	09. ☐	09. ☐
Surround Sound Receiver	☐	10. ☐	10. ☐
Dolby Digital Receiver (AC-3)	☐	11. ☐	11. ☐
900MHz Cordless Telephone	☐	12. ☐	12. ☐
Fax Machine	☐	13. ☐	13. ☐
Home Computer	☐	14. ☐	14. ☐
Hard Disk Recorder	☐	15. ☐	15. ☐

21. *Not including yourself*, what is the GENDER and AGE (in years) of children and other adults living in your household?
1. ☐ No one else in household 2. ☐ Child under 1 year

Male	Female	Age	Male	Female	Age
1. ☐	2. ☐	___ yrs.	1. ☐	2. ☐	___ yrs.
1. ☐	2. ☐	___ yrs.	1. ☐	2. ☐	___ yrs.

22. Occupation: *(check all that apply)*

	You	Spouse
Professional/Technical	☐	1. ☐
Upper Management/Executive	☐	2. ☐
Middle Management	☐	3. ☐
Sales/Marketing	☐	4. ☐
Clerical/Service Worker	☐	5. ☐
Tradesman/Machine Operator/Laborer	☐	6. ☐

23. Are you or your spouse

	You	Spouse
A Homemaker?	☐	1. ☐
Retired?	☐	2. ☐
A Student?	☐	3. ☐
Self Employed/Business Owner?	☐	4. ☐
Working from a Home Office?	☐	5. ☐
In the Military?	☐	6. ☐
A Federal Employee?	☐	7. ☐

24. Which group describes your annual family income?
01. ☐ Under $15,000
02. ☐ $15,000-$19,999
03. ☐ $20,000-$29,999
04. ☐ $30,000-$39,999
05. ☐ $40,000-$49,999
06. ☐ $50,000-$59,999
07. ☐ $60,000-$74,999
08. ☐ $75,000-$99,999
09. ☐ $100,000-$124,999
10. ☐ $125,000-$149,999
11. ☐ $150,000-$174,999
12. ☐ $175,000-$199,999
13. ☐ $200,000-$249,999
14. ☐ $250,000 & over

25. Level of education: *(check highest level completed)*
1. ☐ Completed High School
2. ☐ Completed College
3. ☐ Completed Graduate School

26. Which credit cards do you use regularly?
1. ☐ American Express, Diners Club
2. ☐ MasterCard, Visa, Discover
3. ☐ Dept. Store, Oil Company, etc.
4. ☐ Do not use credit cards

27. For your primary residence, do you: 1. ☐ Own? 2. ☐ Rent?

28. Which of the following do you plan to do within the next 6 or 12 months?

	1-6 Months	7-12 Months
Get Married	☐	1. ☐
Have a Baby	☐	2. ☐
Buy a House	☐	3. ☐
Remodel a Home	☐	4. ☐
Move to a New Residence	☐	5. ☐
Buy a personal computer	☐	6. ☐
Buy/Lease a New Vehicle	☐	7. ☐
Buy/Lease a Used Vehicle	☐	8. ☐

(PLEASE CONTINUE ON BACK) ➤ ➤ ➤